

As Director of Radio-TV here at WJEF for the last 20 years, I speak from experience when I tell you that WJEF seeks input from our community and adjusts our programming accordingly. Perhaps the most obvious evidence of this involves our increased coverage of our home town sports teams. All the commercial stations in town quit carrying sports broadcasts, but WJEF increased coverage to where we now carry all Jefferson High School home and away football, boys and girls basketball, and conference girls home and away volleyball. Local high school sports are of tremendous interest here. WJEF is the ONLY local radio station carrying these games. We also provide local news coverage 5-8 times a day depending on our high school schedule. These 5 minute newscasts are student-run and in addition to dealing with national and international stories, students specifically write and edit local news stories for our local audience. We also air a daily science program called EarthWatch, which deals with environmental issues that are always on the minds of our local farming community.

In the areas of public affairs programming, we try to offer balanced coverage of local events through our daily newscasts. Recently we have been running a series of spots promoting voter registration and the importance of voting. In addition, we offer a variety of speciality programming. Beginning in November, 2004 we will air a live, student-produced program called JEFF 92 Time Warp. Each program will cover a specific year and both the news events (national and local) plus the music from that year will be featured.

Our music format is OLDIES, and our station has developed a loyal listening audience. As a result, most local initiatives for charities, community events or related activities use our station as an outlet for promotion of their events. We also use our station to help showcase local bands when possible. We have an active Public Service department and each board operator makes it a point to cover a minimum of 3 local PSA's during their 45 minute shifts. As our community has changed, we have adapted. The Hispanic population has increased significantly in our city and we responded by making sure we are airing (when available) PSA's and other announcements in both English and Spanish. Here is a brief look at some of the local PSA's and community announcements that aired in the last 3 days.

Tippecanoe County Humane Society
Wabash Valley Astronomical Society
Purdue University Musical Organizations
Lafayette Area Amatuer Ballroom Dancers Assoc.
Jefferson High School Adult Ed classes
Trinity Mission
Indiana High School Athletic Association
Immanuel UCC Chicken Noodle Dinner
Friendship House Bazaar
Tippecanoe County Library Book Sale

As a small non-commercial station, we are limited by resources and staff. Our main concern with the FCC imposing new rules dictating how stations must determine what types of programming to air results from the fact that we utilize a high school staff in a learning environment, and may not have the resources or manpower to meet new FCC programming requirements. Furthermore, we feel we are already doing an excellent job meeting the needs and requirements of our local community.

Thank you.

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